

Seamless fashion

Visual AI completes the look, real-time order fulfillment completes the journey

Re-imagine apparel shopping with AI digital assistance for the customer and in-store mobile associate with individualized visual recommendations, endless selection, flexible delivery and payment platforms.

Act now

This solution will empower your associates and transform your customer's brand experience.

Learn more

ibm.com/retail-customer-engagement



Industry insights

Intelligent assistant-based conversations in apparel increase both engagement rates for e-commerce and sales across on-line and instore.

60%

Ecommerce engagement: 60% click-through rate.

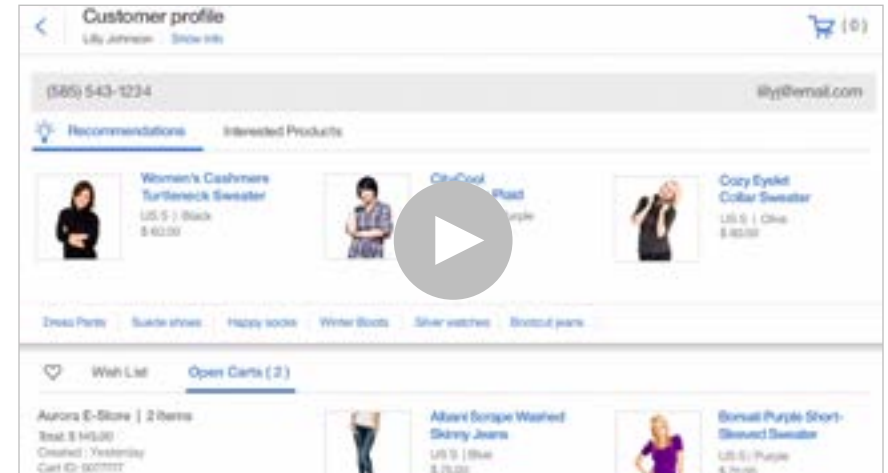
75%

Sales: of those who clicked through, 75% conversion, across online and instore.

NorthFace Pilot. Published 2015 pilot results, based on data collected from 55,000 users

Watch the demo

2 minutes, 09 seconds



Why you'll love it

- Watson™ Assistant inside Watson Advertising engages shopper with personalized items based on weather.
- Visual search.
- Complete-the-look in the app.
- PCMS and OMS INTEGRATION inter-store and local warehouse expedited delivery allow the associate to complete the look in a timely fashion and with no additional charges (minimal store cost, so not passed on to the customer) in the app.



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